

found to be a convenient size) were ruled to pattern, providing spaces for name or title of advertisement, memo. of position and for thirty-one days. The thirty-one spaces were numbered from one to thirty-one. It averaged about three folios (for the entries cover the width of two pages) to hold the entries for each month. When copy comes in, the book is taken, name of advertisement and position recorded and the dates of insertion checked off as far ahead as may be desired. Three months is a fair period to enter up at once, though the full contract term would be better. Weekly insertions are entered in red ink, daily insertions in black ink. In the space for the day of the week or month on which the advertisement is to appear is written the number of the advertisement or block or reading notice--or both.

Now when the make-up tackles the day's proceedings he has only one column to refer to. If the date be the 16th of November, then advertisements and specials marked in col. 16, on pages for the month go into the paper. Anyone can carry out the details. Of course, plain every day advertisements and other matters of like character need not be entered.

If errors are claimed by the advertiser the facts can be looked up quicker by reference to the book than by consulting the files of the paper. Contracts and important copy can be retained in the business office, and it is preferable to have entries in the book made by the business office staff, though this detail may be attended to by the foreman. In many ways the book is a help. On a day when a crush of matter threatens it can be ascertained in a minute just what space will be taken up by advertisements going in, outside of those standing in the forms. Also the space available from the advertisements taken out or be removed.

Try it, brethren. On a small daily it is the one thing needed. It has helped others and will help you.

F. H. DOMIN.

The Review, Peterborough, Ont.

It is a printing office, not a printing shop or a printing factory. The professional man has his office, the blacksmith or other tradesman his shop, factory or foundry as the case may be. Printers should not forget that the "art preservative" is conducted in an office, or through the carelessness of the devil or proprietor or both allow the place to run to seed until it looks like a junk shop.

—Gold can be beaten 1,200 times thinner than ordinary printing paper; one ounce can be made to cover 1,460 square feet.

Ye Editor's Dream.

The Editor slept. In Dreamland's halls he lay,
No printer's devil vex'd the livelong day;
No vells for "copy" now broke on his ear.
"Ah! this is bliss," he sighed—a shadow near
Turn'd on the scribe a sad, reproachful eye,
And in that glance he saw "Vox Populi."
Speechless he, shuddering, turn'd to fly—alas!
The one he carom'd 'gainst was "Veritas;"
A slap upon the back left him aware
That he who smote him was "One who was there."
And, towering o'er his shrinking frame, arose
The herculean form of "One who knows;"
He saw old "Anti Papist" smiling stand,
(The "source of England's greatness" in his hand).
He shiver'd 'neath "A layman's" icy stare
And "Evangelical's" resentful glare;
"A mother" and "An old subscriber" next
The luckless editorial vision vex'd;
Reckless with many woes he turn'd to bay,
And lo! "Fiat Justitia" barr'd the way;
"What!" vell'd the scribe, "do ye these regions
vex?"
"I beg your pardon," lisped a voice—'twas "Lex."
'Twas the last straw, he sought the outer door,
With stern abuse he hailed the janitor,
"I came for change and quiet here," he said,
"And—hang it! here's that chestnut crowd in-
stead."
"Gently! good scribe, respect gray hairs, you
know,"
"And who are you?" "Pro Bono Publico."

THE BLACKSMITH

Two Cash-in-Advance Subscribers.

The Dominion of Canada takes two copies of each paper published in the country. Place on your subscription list The House of Commons and The Senate, Ottawa, and after two or three weeks send your bill for the year's subscription at your advertised rate and you will receive a Government cheque in due course.

—Dinks—"Was Growler's purpose of whipping the editor carried out?"

Danks—"No; but Growler was."

—A newspaper may be sent to Stanley Falls, Africa, 1,000 miles beyond Stanley Pool, for 4 cents.

—It is estimated that there were 20,573 papers published in Canada and the United States in 1894.

—The smallest paper in the world is published in Guadalajara, in Mexico. Its title is El Telegrafo, and it is printed in eight columns, each four and a half inches long and one and a half inches wide, on thick manilla paper. And yet the staff includes an editor and director, an administrator or business manager, a responsible man or capitalist, and a printer.